



**Government of Nepal**  
**Ministry of Forest and Soil Conservation**  
**Adaptation for Smallholders in Hilly Areas (ASHA)**

# **Social Mobilisation Guideline**

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**Acknowledgement** (will be included later)

## Abbreviations

AFEC -	Agriculture Forest and Environment Committee
ASHA -	Adaptation for Smallholders in Hilly Areas
AWPB -	Annual Work Plan and Budget
CCA -	Climate Change Adaptation
DFSCC -	District Forest Sector Coordination Committee
DPCU -	District Project Coordination Unit
GESI -	Gender Equality and Social Inclusion
GoN -	Government of Nepal
IFAD -	International Fund for Agricultural Development
LAPA -	Local Adaptation Plan of Action
LSGA -	Local Self Governance Act
MoAD -	Ministry of Agriculture
MoFALD -	Ministry of Federal Affair and Local Development
MoFSC -	Ministry of Forests and Soil Conservation
NAPA -	National Adaptation Plan of Action
NGO -	Non-Governmental Organisation
PCU -	Project Coordination Unit
PSD -	Participatory Scenario Development
SM -	Social Mobiliser / Social Mobilisation
SMDC -	Social Mobilisation District Coordinator
SMS -	Social Mobilisation Service
SP -	Service Provider
TL -	Team Leader
VDC -	Village Development Committee

## 1. Introduction

Adaptation for Smallholders in Hilly Areas (ASHA) Project is an undertaking of Ministry of Forests and Soil Conservation (MoFSC) with the financial support of International Fund for Agricultural Development (IFAD). The goal of this project is reducing poverty in hilly areas of Nepal who are facing challenges due to climate change. This is a six-year project (effective from 26 February 2015) works in six districts of Mid-Western Development Region; Kalikot, Dailekh, Salyan, Jajarkot, Rukum and Rolpa. MoFSC is the executing agency with overall project implementation responsibilities. Department of Agriculture of the Ministry of Agricultural Development and Department of Livestock Service of the Ministry of Livestock Development are the implementing partners. The project implements its activities in close coordination with District Development Committee in each district.

The project has two main components in addition to project coordination: component 1) Framework for local-level climate adaptation strengthened: The objective of this component is; to build the capacity of participating institutions for preparation of enhanced Local Adaptation Plan of Action (LAPA) including participatory scenario development (PSD) and sub-watershed based adaptation plans, and inclusive, scalable, climate change adaptation (CCA) within the most climate vulnerable communities in Nepal, Component 2) Climate resilience of vulnerable smallholder farmers improved: The objective of this component is; climate informed and gender sensitive natural resource management and climate resilient agricultural and forestry practices and technologies implemented.

ASHA Project works to strengthen the framework for local-level climate adaptation and improve resilience of vulnerable people to climate change. In order to improve resilience of vulnerable people requires the inclusive participation of climate vulnerable people in planning, implementation and monitoring of their adaption priorities for ensuring their ownership. In this context, Social mobilization strengthens participation of rural poor and the vulnerable people in local decision-making, improves their access to social and production services and efficiency in the use of locally available financial resources, and enhances resilience and opportunities for building capacity to implement climate change adaptation activities by the vulnerable and excluded groups.

Social Mobilisation is the cornerstone of participatory approaches in all types of rural development activities. It is an approach and tool that enables people to organize for collective actions by pooling resources and building harmony to resolve common problems and work towards community advancement. Social Mobilisation is a powerful instrument for strengthening human and institutional resources development at local level. Internalising the importance of social mobilisation programme, ASHA project has been identified it as the key means for creating awareness among the climate vulnerable people

including poor, women, Dalit and Janajati on climate change adaptation and support them to organize and empower for decision-making so that they can prepare, implement and monitor their climate adaptation requirements. Social mobilization services help to ensure inclusive participation in project interventions.

## **2. Purpose of the guideline**

This Social Mobilisation Guidelines is developed for ASHA PCU/DPCU team and for social mobilization service provider NGOs to implement the project activities and also to ensure uniformity in implementation under each District Project Coordination Unit (DPCU). The guideline can be used in the selection, management, monitoring, and evaluation of the ASHA supported activities through social mobilization processes. The guidelines also can be a tool for local capacity building with a wide range of service provider organisations/line agencies; i.e. service centers, community based organisations, community facilitators and or social mobilisers. This Guideline will be further revised and updated in time to time based on the learning of the project interventions.

## **3. Basis of the guideline**

The guideline is broadly based on existing experience of different participatory rural development practices on social mobilization. The guideline contains information about how to implement, monitor, and evaluate a social mobilization process to reach individuals and communities activities in ASHA.

## **4. Rational of procure services from NGO service providers**

Social mobilization is the primary step for Implementation of LAPA priority activities. It is essential to raise awareness on climate change, understand their situation and to organize and initiate action for enhancing their resilience with their own initiative and creativity. Through mobilization, people can organize themselves to take action collectively by developing their own plan and strategy rather than being imposed from outside. Communities that take responsibility of their own initiation will make informed decisions, reach sustainable solutions, and achieve better results faster, while at the same time enhancing their solidarity and capacity to undertake development initiatives. Social mobilization is practiced in many different ways by development practitioners.

ASHA aims to bring the visible changes within the specific time period with a set of targeted activities. The project design structure has a limited staffing that difficult to achieve expected results and could not cover the project implementation at community level. However the project document and project supervision mission report envisioned

mobilising numbers of NGOs with adequate knowledge on development initiatives and social mobilization. Empowering the climate vulnerable households, women, poor, dalit and ethnic minorities, and strengthening their groups is the key concern of the project that can be achieved through practical and robust mechanisms of social mobilization. Therefore ASHA project adopted the social mobilization approach through NGOs service providers.

## **5. Objective of the social mobilization service**

Social mobilization is a way to organize a movement that effectively engages the participation of multiple stakeholders to achieve a specific development goal through community-reliant efforts. The main objective of the social mobilization in ASHA is to ensure inclusive participation in project interventions; organize climate vulnerable households including local stakeholders, raise climate change awareness and engage them into enhanced LAPA preparation and implementation processes. The specific objectives are to:

- a) Establish a rapport and raise awareness on climate change adaptation to facilitate inclusive participation in the ASHA project intervention.
- b) Organize, empower and mobilize climate vulnerable people including women, poor and socially excluded groups in planning, implementation and monitoring of adaptation actions
- c) Support to increase the representation/participation of women and socially excluded groups in various project related formal/ informal groups and networks formation process.
- d) Strengthen and institutionalize local smallholder farmers, Lead Farmers (LF) and their Networks including Agriculture Forest and Environment Committees (AFECs)<sup>1</sup>, including support in group management, business planning and financial management.
- e) Establish linkages among the local communities, development agencies and the ASHA project, facilitating demand and supply of climate adaptation practices and technologies, and the related knowledge, extension services and materials, as well as financing.

## **6. Geographical Target Area and targeting strategy**

ASHA is being implemented in six districts from the Mid-Western Development Region, namely, Kalikot, Dailkekh, Jajarkot, Salyan, Rolpa and Rukum. These six districts have been selected based on the vulnerability mapping of the National Adaptation Plan of Action

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<sup>1</sup> AFEC is a Village Development Committee level committee according to Local Self Governance Act (LSGA) in previous structure. After the state restructuring process, there is still not decided that which types of committee will be provisioned, so ASHA will work with local/bottom level committee according to new policy/decision of GoN.

(NAPA), GoN and the basis of Human Poverty Index of United Nations Human Development Report–2014. Within the districts, project will select working VDC<sup>2</sup> through the meeting of District Forest Sector Coordination Committee (DFSCC)<sup>3</sup>.

## 7. Selection of Target Area

According to the design document, project will cover at least 150 Village Development Committees (VDCs) from the selected districts based on selection criteria. But there is developed a new situation after the state restructuring process. VDC structure is removed in the present structure of the state. Many of former VDCs are switched into the wards of Municipality and or Rural Municipalities (there will be higher number than 150 if former VDCs are counted in ward and if it is counted in Rural Municipality there will be smaller quantity than 150 VDCs). Government of Nepal (GoN) will take clear decision and make policy soon on LAPA framework in line with new structure and ASHA also go through with that decision/policy. For the time being, ASHA will work with previous VDC (ward structure of present Municipality or Rural Municipality where it is merged) until the GoN's new decision.

The direct beneficiaries of the Project would be at least 100,000 climate vulnerable smallholder households and 500,000 populations. Mainly the Project will conduct LAPA preparation and the implementation of LAPA priorities. Working Area would be selected on the basis of following criteria:

- Presence of challenges and opportunities in climate change adaptation;
- Area with more vulnerable/hotspots in terms of climate change issues within the district;
- Avoiding overlapping or overcrowding with other donor investments in climate change adaptation.

## 8. Selection process of NGO Service provider

The Project Coordination Unit (PCU) of ASHA will be initiated the NGO selection process for social mobilization service as per the procurement guideline of IFAD or public procurement rule 2064 and public procurement regulation 2065 of Government of Nepal where mainly followed the following processes:

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<sup>2</sup> Now there is developed a new situation after the state restructuring process. VDC structure is removed in the present political structure of the state. Many of former VDCs are switched into the wards of Municipality and or Rural Municipalities. GoN will take clear decision and make policy soon on LAPA framework in line with new structure and ASHA also go through with that decision/policy. For the time being, ASHA will work with previous VDC (ward structure of present Municipality of Rural Municipality where it is merged) until the GoN's new decision.

<sup>3</sup> Name can be different after state restructuring processes.



- Prepare and approve the Terms of Reference (ToR), cost estimate of the district-wise different packages of service, notice to call for EoI and EoI selection criteria;
- Publish the public notice of Expression of Interest (EoI) in national daily newspaper for Non-Government Organizations (NGOs) giving a period of at least 15 days' notice in Quality and Cost Based Selection (QCBS) method and collect EoI submitted by NGOs;
- Formation of Expression of Interest (EoI) evaluation committee;
- Review the submitted EoI document for preliminary selection/short-listing;
- Prepare a list of eligible 3-6 NGOs per package on the basis of approved evaluation criteria;
- Prepare and approve the Request for Proposal (RfP) documents including technical and financial proposal, framework/formats, and RfP evaluation criteria;
- Contact short-listed NGOs, provide request for proposals and invite to submit detail technical and financial proposals giving a one month time and collect the proposals.
- Formation of a proposal evaluation committee to review/evaluate the technical and financial proposals;
- The evaluation committee shall review/evaluate the technical proposals according to approved criteria;
- The financial proposals of only those NGOs who have been qualified from the evaluation of technical proposals shall be opened and evaluated;
- Both quality and cost based selection method will be applied in selection of proposals, the technical and financial proposals shall be evaluated in a combined form and the proposal of the NGOs who obtains the highest marks shall be selected and prescribed;
- The evaluation will be finalized by evaluation committee and approved by Project Coordinator;
- Inform the selected NGOs to proceed for negotiation, if any, (except financial part) and after the negotiation made contract with the NGOs for the prescribed services.

## **9. Role of NGO Service provider**

The Service Provider (SP) will provide social mobilization services and implement the project field activities in allocated district as per the contract agreement, approved work plan, budget and Project Implementation Manual (PIM). It is expected that SP will facilitate to generate financial leverages from governmental and non-governmental agencies in implementation of LAPA activities. The project emphasizes to target climate vulnerable households (V4, V3 and V2) with ensuring GESI dimensions and representation of Dalit, ethnic groups and minorities in various local level committees. In project Area (Ward of Rural Municipality or Municipality) with existing LAPAs, SP will

assess/review the LAPAs that have missing information, especially the list of V4, V3, V2 households and make compatible to project targeting strategy before the implementation.

SP will provide progress and achievement report in given format in given time frame to ASHA- DPCU and PCU. The ASHA Project will provide support for overall coordination and technical guidance for accomplishing the given tasks. Social mobilisation team will be included Social Mobilizer (SM) and Social Mobilisation District Coordinator (SMDC). One SM will be mobilized in each ward of Municipality or Rural Municipality (Previous VDC). The SMDC will support, guide and mobilize SMs and monitor the achievement in coordination with ASHA project staffs. The major Role of SP shall be as follows:

**a) Review of the documents**

- Review ASHA Project fact sheet/ brochure, Project Implementation Manual, related reports on Climate Change Adaptation integrating GESI and other relevant documents and publications/reports to understand project goal, objective, component, anticipated results and to identify project priority and targeting strategy for interventions.
- Review the publications/reports on social mobilization approach relevant to climate change adaptation and GESI integration.
- Review the existing LAPAs to identify the climate vulnerable households and their adaptation actions before the implementation existing LAPAs.

**b) Placement and mobilization of Social Mobilisation Team**

- Propose and or hire required staffs- one Social Mobiliser per ward of Rural Municipality or Municipality (Previous VDC wise) and per district one Social Mobilisation District Coordinator (SMDC).
- Mobilise, train and deploy Social Mobilisation Team in defined wards/District for efficient support to community for improving adaptive capacity and provide reliable tools and technologies as per the planned activities.
- Instruct SM team to prepare monthly work-plan and time sheet, approve leave and record all personal information.
- Take responsibility of staff liabilities and their safety (legal responsibility, staff insurance etc.)

**c) Capacity Development of Social Mobilization Team**

- Attend orientation sessions/meetings with ASHA Project on Terms of Reference and expected outcomes prior to commence the work.
- Conduct training on social mobilization, Climate Change with GESI, and Business Planning and Financial Management for social mobilizers in order to support effective service delivery to beneficiaries/farmer groups.

- Identify SM staff's training needs based on their job roles in coordination with ASHA team and organize capacity development trainings, orientation and refresher trainings as needed or attend orientations and training organised by ASHA.

#### **d) Support to ASHA for effective implementation of the program**

- Establish a rapport and raise awareness on climate change adaptation and GESI integration approach through conducting group meeting and home visit activities of climate vulnerable households.
- Assist to climate vulnerable smallholder farmers including women, poor and socially excluded in holding a group meeting and empower, motivate and encourage them to understand the need to organize for collective action for adaptation.
- Support to vulnerable smallholder farmers in building climate resilience through the effective services of social mobilization during the LAPA preparation and implementation processes.
- Mobilize target groups for representation in various groups and active participation in planning, implementation and monitoring of adaptation actions.
- Conduct awareness raising campaigns on CC and GESI at village level.
- SP will support/advice to the social mobilizers for CCA and GESI related knowledge management and operating Community Knowledge Centres (CKC).
- Communicate CCA and GESI related knowledge/info through CCA toolbox and extension materials, preferably housed within the CKC
- Timely deliver the planned activities and fund disbursement ensuring the targeted community, household and people are benefited by ASHA activities.
- Link climate vulnerable people including women, poor and socially excluded with ASHA project and relevant stakeholders to materialize vulnerable people adaption needs.
- Facilitate various consultative meetings/group discussions to collect necessary information related to the assignment

#### **e) Financial Management:**

- SP will be responsible to maintain the financial record of the fund provided as per the ASHA requirements.
- Produce financial and physical progress and submit to ASHA on a monthly basis.
- Facilitate/Support to manage financial transaction records/accounts and other project related records through SM team to beneficiaries/groups/communities.

**f) Coordination and harmonization:**

- Make a functional coordination and harmonization at District and Local level (Rural Municipality or Municipality) with the project team, stakeholders and beneficiaries, including the LAPA service provider of ASHA.
- Coordinate with relevant government organizations, non-government organizations, Agricultural Forest Environment Committees and community people creating enabling environment for climate vulnerable beneficiaries.
- Project targets each US\$ 1 of ASAP financing leverages at least US\$ 2 from other sources for LAPA implementation therefore SP should facilitate to generate financial leverages from different governmental and non-governmental organisations, and private sector to implement priority activities of enhanced LAPA.

**g) Planning Monitoring and reporting**

- The Contracted NGOs have to develop their annual work plan based on the agreement, Project Implementation Manual, NGO Mobilization Guideline, AWPB and need of field situation. Annual Work plan will be prepared with detail discussion in a participatory manner and analysis of relevancy, need and expected output.
- The NGOs instruct all SM team to prepare monthly work plan and monthly progress report as per the annual work plan of the NGOs.
- Oversee the Personnel management of the SM staff this includes monitoring, mentoring and backstopping, personal record keeping and timely payments of staff and performance assessment and take actions as per need.
- Manage internal monitoring, joint monitoring and field visit events and report as per the project requirements.
- Enter and submit data in the templates provided by the project for data recording/management through the electronic tablets for monitoring and evaluation purpose, and participate in periodic surveys as requested.
- Document and share the social mobilization related initiatives, processes, mechanism and achievements in the local and district level stakeholders' meeting/workshop.
- Receive feedback through periodic progress review events (trimester basis) on social mobilization service and provide information to project staffs and stakeholders regarding planning, implementation and monitoring of adaptation actions.
- Prepare monthly, trimester and annual progress reports with GESI disaggregated data in line with project log-frame and submit to ASHA DPCU, PCU regularly and as per requirement.
- Assist ASHA to document field level lesson learned and innovations related to the project interventions.

## 10. Selection Process of Social Mobilization Team

Teamwork is important for social mobilization work because it creates human synergy. It amplifies the results of each member of the team such that the overall result is greater than the individual contributions made by each member. Teamwork in the workplace is an important factor and only the strong team be worthy of successful result of the project. Keeping this thought, NGOs should maintain a strong team for social mobilization service and follow the following staff's selection process:

- NGOs should propose the required numbers of capable team of social mobilisers and social mobilization coordinators with detail CV along with technical proposal for the first year. These CVs will be assessed during the NGO selection process, and
- NGOs should follow the following selection process for expansion areas in coming years (Year two and year three) and or fulfill the vacant positions in implementation area/wards:
  - At first, the NGOs have to prepare and approve the Terms of Reference (ToR) and evaluation criteria for selecting SM team;
  - Then, select the team according to their own staff recruitment policy (including the following processes) in a transparent way:
    - ✓ Locally circulate the notice, collect applications with CVs from potential candidates;
    - ✓ Form an evaluation committee, prepare a list of eligible candidates by evaluation committee on the basis of approved evaluation criteria;
    - ✓ Review the submitted CVs and prepare the list of appropriate candidates (including alternative candidate) and make consents with ASHA project;
    - ✓ The evaluation will be finalized by evaluation committee and approved by board members of NGO/chairperson;
    - ✓ Inform the selected candidates to proceed for negotiation, if any and after the negotiation, made contract with the candidates for the prescribed services.

## 11. Steps of Social Mobilization

Social change is a complex process. Many factors work behind it. We can develop an overall social awareness by influencing these factors to disseminate common message about climate change and its impact to the general people. Through social mobilization a kind of pressure can be exerted on the individual, family or society to adapt climate adaptive community infrastructure, technologies and climate resilient crop varieties. A person remains busy with her/his day-to-day works. Due to the cause of poverty they cannot go beyond their traditional thinking. They cannot go beyond what they do daily. To bring them out of this path there should be raise a greater awareness in the society. Social change

cannot be developed suddenly. It needs a long effort of social mobilization through a set of steps.

In the context of ASHA project, Social mobilization process will be initiated by Social Mobilizers with the backstopping support of Social Mobilization District Coordinator from service provider NGOs. Following steps will be followed by social mobilisers:

- Firstly they should visit the climate vulnerable households in their tole/settlements, Ward representatives, representatives of existing groups i.e. Community Forest User Groups, Leasehold Forest User Groups, agriculture groups/cooperatives, Ward Citizen Forum, Agriculture Forest and Environment Committee (AFEC) etc. and establish a rapport with dissemination information of ASHA;
- Determine physical boundaries of the climate vulnerable settlement with the community people and ensure that the vulnerable households are included in the existing groups or not, and also be informed that which group is more appropriate to implement for adaptation activities;
- Assist the community in holding a mass meeting, conduct climate change awareness raising campaign, briefly introduce about ASHA and review the existing LAPA priorities at the Ward/community level;
- Encourage/motivate beneficiaries to understand the need to organize for collective action to implement climate resilient community infrastructure and land management activities;
- Encourage vulnerable (V4,V3,V2) smallholder farmers/beneficiaries become organized in groups for individual climate adaptive profitable production activities;
- Assist Beneficiary Groups to form/reform and mobilize in the settlement/clusters of 6 to 20 vulnerable households in case of climate adaptive profitable production activities;
- Assist in the formulation of rules and regulation of groups and registration in concerned line agencies/Wards of Municipality/ Rural Municipality where appropriate;
- Assist the beneficiaries groups to prepare proposals for climate resilient community infrastructure/ labour efficient technologies and business plan preparation for profitable production/agri-business;
- Assist in the formation/reformation and mobilize the Ward level Agriculture, Forest and Environment Committee;
- Assist beneficiaries groups and AFEC to conduct monthly meeting, record keeping and backstopping support for implementation of LAPA priorities;
- Assist beneficiaries groups and AFEC to coordinate and develop linkages with different line agencies, service providers for leveraging resources and technical

support to implement climate adaptive community infrastructure and smallholder climate adaptive profitable production;

- Monitoring, reporting and wider sharing of learning of the implemented activities.

## **12. Formation/reformation and mobilization of Beneficiaries Groups**

ASHA will give the priority to implement its activities through existing groups i.e. Community Forestry User Groups (CFUGs), and Leasehold Forestry User Groups (LFUG), producer/user groups, cooperatives etc. of ongoing IFAD's projects will be identified and strengthened with the help of respective projects based on the community dynamics, performances of ongoing project implementation, needs and potential for adopting climate-change-adaptation technologies, methods and commitment of inclusiveness of target groups (poor and vulnerable, women, dalits, ethnic minorities and youths):

- Within the existing groups like CFUGs/LFUGs there will be formed a small sub-committee of vulnerable households for implementation of specific adaptation interventions,
- If there are no any existing groups or not covered climate vulnerable households by these groups there will be formed new groups covering 6-20 households (the size of group will be determined by the location and situation of vulnerable households),
- The Project will target climate vulnerable households (V4, V3 and V2) of project VDCs. These V4, V3, V2 households will identify through LAPA preparation processes,
- Social Mobilisers will facilitate to organize these vulnerable households and formation/reformation, and strengthening of groups for implementing their adaptation priorities,
- Newly formed user groups will be registered in related line agencies or Rural Municipality/ Municipality ward where applicable.

## **13. Identification of target beneficiaries and target group eligibility**

The LAPA preparation service provider organisations should be carried out the vulnerable Community and Household Assessment-Steps-for identification of the climate vulnerable households. These vulnerable households will be listed as V1, V2, V3 and V4 categories in LAPA. The project will select target groups only from these V4, V3, and V2 households at intervention level. The nature of project activities like climate change awareness, enhanced LAPA formulation and implementation of LAPA priorities- climate resilience smallholder profitable production (household income improvement) activities; climate adaptive

community infrastructure and land management activities; climate smart improved technologies define the size of proposed target group.

All ASHA supported sub-projects must demonstrate sustainability beyond the initial ASHA assistance. In particular ASHA support must be closely linked to reduced household vulnerability and improved resilience. Each group have 6-20 households and must (i) Be classified as vulnerable households (V4, V3, V2 levels); (ii) Include at least 50% female members; and (iii) Include proportionate representation of Janajatis, Dalits or other minority groups and youths are eligible target groups for ASHA.

#### 14. Formation/reformation of AFEC

An Agriculture Forest and Environment Committee (AFEC) will be established and mobilized in each Wards of Rural Municipality or Municipality to facilitate in LAPA planning and implementation. The AFEC will be a group of leading local farmers and forest user groups that broadly represent the social structure of the local community. It will be composed of representatives from the Rural Municipality/Municipality Wards, commercial farmers, Village Animal Health Workers, representative from community forestry user groups and Leasehold Forestry user groups, seedling (forestry, horticulture) producers, representatives of ongoing-project farmers' groups or cooperatives, women, and vulnerable ethnic groups. At least 33% of women will be represented in the AFEC. The AFEC will assist in coordinating community discussion for LAPA development and implementation of LAPA priorities.

Wherever possible, the existing AFEC will be mobilized for implementing the project activities. If there is not established an AFEC or not incorporated above mentioned representatives, there will be formed or reformed a new AFEC according to AFEC formation guideline (AFEC guideline will be developed separately after the new legislation revised from GoN).

#### 15. Institutional arrangement for social mobilisation responsibilities

ASHA- Arrangements	Institutional	Responsibilities on SM service
<b>Project Steering Committee (PSC):</b>		<ul style="list-style-type: none"> <li>• Provide policy guidance to prepare related guidelines on social mobilisation</li> <li>• Endorse social mobilisation guidelines</li> <li>• Review and approve annual work plans and budgets (AWPB) with social mobilisation activities and coordinate the implementation of approved AWPBs in line with social mobilisation guideline</li> <li>• Review of implementation process and monitoring the project activities</li> </ul>



<b>Project Coordination Unit (PCU):</b>	<ul style="list-style-type: none"> <li>• Develop SM guidelines, annual plans and budgets.</li> <li>• Initiate to procure SM services manage contract, develop common understanding on SM service within the project staffs and capacitate NGOs and SM team for implementing project activities.</li> <li>• Ensure effective implementation of the social mobilisation activities</li> <li>• Promote a balance between women, men and socially excluded groups when hiring staffs by NGOs and promote the representation of women and socially excluded groups within the climate vulnerable households in all committees and working groups formed/supported by ASHA project.</li> <li>• Coordinate with participatory ministries and districts for proper implementation of social mobilisation programme</li> <li>• Ensure timely project Monitoring, Evaluation and progress reporting with collecting disaggregated data.</li> <li>• Conduct a performance assessment workshop for SM service provider NGOs annually and based on the performance of NGOs, PCU will take further decision for renewable of contract.</li> </ul>
<b>District Project Coordination Committee (DPCC):</b> DFSCC act as the DPCC of the project.	<ul style="list-style-type: none"> <li>• Oversee the activities of social mobilisation service in the district</li> <li>• Review the progress reported by the NGO Service providers</li> <li>• Coordinate inter-agency efforts for effective implementation of the activities.</li> </ul>
<b>District Project Coordination Unit (DPCU):</b>	<ul style="list-style-type: none"> <li>• Coordinate with district line agencies/service centres and the grassroots-level extension, NGOs, private sector players, as well as AFECs, farmers' groups/cooperatives for the implementation of planned activities;</li> <li>• Over-see the work of SM NGO service providers and ensure that the selection of target groups (vulnerable households and excluded groups) is properly done in line with the SM guideline;</li> <li>• Closely monitor the activities of SM service in the district and give feedback with backstopping support for the betterment of their services</li> <li>• Review the progress reports reported by the SM Service provider NGOs, ensure the adequate information/disaggregated data and recommend to PCU for payments.</li> </ul>
<b>Agriculture Forestry and Environment Committee (AFEC):</b>	<ul style="list-style-type: none"> <li>• Conduct CC and GESI awareness campaigns at Ward (previous VDC) level on the LAPA development process and prioritization of plans;</li> <li>• Support SM service provider NGOs for formation/reformation and strengthening of beneficiaries groups/AFEC;</li> <li>• Support SM service provider and DPCU to conduct mass meeting/monthly meeting and GESI sensitive group</li> </ul>

	<p>formation/reformation;</p> <ul style="list-style-type: none"> <li>• Make initiation for endorsing LAPAs in Rural Municipality/ Municipality/ DDC Council;</li> <li>• Collect, assess, and approving the GESI sensitive proposals from target groups;</li> <li>• Seek resources for funding the implementation of LAPA priorities and monitor, supervise, and evaluate activities within the Ward and provide feedback to beneficiaries groups for issues and concerns including GESI.</li> </ul>
<b>SM Service Providers NGO</b>	<p>SM Service provider NGOs has the key role and responsibility to complete the social mobilisation processes for achieving expected results of project in the community level. The role and responsibilities of SM service provider NGOs are mentioned above in <b>no.9</b>, and the Terms of Reference of Social Mobilisation District Coordinator (SMDC), and Social Mobilisers (SM) are mentioned in Annex-1 and Annex- 2.</p>

## References

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## **Annex-1: ToR for SMDC**

### **Term of Reference of Social Mobilisation District Coordinator (SMDC)**

The Social Mobilisation District Program Coordinator will have the following duties and responsibilities in line with the Adaptation for Smallholders in Hilly Areas (ASHA) project goal and objective:

- Act as focal person from NGO to the ASHA PCU/DPCU and take responsibility for overall field level activities of the districts.
- Lead, manage and mobilise the team of Social Mobilisers effectively and efficiently including instruct to prepare monthly work-plan and achievement report, approve leave, record all personal information and performance evaluation of Social Mobilisers (SMs).
- Identify training needs of SM team based on their job roles and organize need based capacity development trainings, orientation and refresher trainings in coordination with ASHA team.
- Coach/mentor social mobilizers to strengthen their capacities on technical and social development aspects in climate change adaptation planning, integrating gender and social inclusion in project activities,
- Organize regular staff meeting, trimester progress review meeting/workshop and other learning sharing meetings and provide required support to Social Mobilisers specially related to strengthen the capacity of Women, Dalit, Poor and socially disadvantaged groups in implementation of project activities.
- Coordinate, facilitate and ensure the participation of poor, Women, Dalits, Janajatis in project activities i.e. Climate Change Adaptation Planning (LAPA preparation) and implementation.
- Support/advice to the social mobilizers team for CCA and GESI related knowledge management and operating Community Knowledge Centers (CKCs)
- Timely deliver the planned activities and fund disbursement ensuring the targeted communities, household are benefited, and followed proper procedures.
- Work in close coordination with district line agencies (DFO, DADO, DLSO, DDC), local bodies (Rural Municipalities/Municipalities), and non-government agencies in program implementation and seeking leverages in project activities implementation.
- Prepare detail annual work plan in coordination with DPCU/PCU and implement accordingly in direct supervision of DPCU/PCU

- Monitor and supervise the field level activities, manage internal monitoring/joint monitoring and field visit events and report as per the project requirements including feedback collection from different stakeholders, beneficiaries and communicate and incorporate appropriate feedback in following year's plan.
- Maintain the disaggregated data of participants based on gender, caste/ethnicity and well-being status as specified by ASHA M&E system.
- Assist ASHA to document cases studies, best practices, field level lesson learned and innovations related to the project interventions.
- Facilitate/Support to manage financial transaction records through accountants in office and other project related records through SM team to beneficiaries/groups/communities.
- Ensure the data recording/management through Social Mobilisers using the electronic tablets and manage periodic surveys as requested by ASHA.
- Timely and regular report to ASHA DPCU/PCU on the progress achieved against the target as per prescribed template both in hard and electronic copy.
- Other activities as directed by ASHA Team (NGO Focal person).

**Qualification and experiences:**

- Bachelor's degree in Social Sciences, Environmental Science, Climate Change, Natural Management, Forestry, Agriculture Science or other related field.
- At least 3 years of field experiences in social mobilization with reporting skill.
- Special preferences will be given to the person of ASHA project districts, Dalits, Janajatis, Women or disadvantaged groups
- Good understanding on climate change adaptation and demonstrated behavior on gender and social inclusion sensitivity and pro-poor commitment.

## **Annex-2: ToR for Social Mobilisers**

### **Terms of Reference of Social Mobilizers**

The Social Mobilizers will have the following duties and responsibilities:

- Establish a rapport and raise awareness on Climate Change Adaptation (CCA) and Gender Equality and Social Inclusion (GESI) integration approach through conducting group meeting and home visit activities of climate vulnerable households and groups.
- Empower, motivate and encourage climate vulnerable smallholder farmers including women, poor and socially excluded and assist them to organize for collective action for adaptation.
- Play key role in addressing GESI issues and inclusion of climate change vulnerable households/excluded groups through conducting awareness raising campaigns on CCA and GESI with insuring their participation in enhanced LAPA preparation and implementation.
- Carry out field level activities on group formation and/or strengthening; mobilize target groups for representation in various beneficiary groups and active participation in planning, implementation and monitoring of adaptation actions.
- Support to manage or operate Community Knowledge Centers (CKCs) in working Area (ward) and communicate CCA and GESI related knowledge/info through CCA toolbox and extension materials.
- Facilitate various consultative meetings/group discussions in the Ward/Rural Municipality/ Municipality to collect necessary information related to the assignment.
- Assist and facilitate to target groups in need assessment, collection of application / Expression of Interest (EOI), business plans preparation, field verification, make agreement and timely deliver the planned activities and fund disbursement for sub-project implementation with regular monitoring and feedback.
- Enhance capacity especially of poor, women, Dalits and Janajatis and other marginalized groups through coaching, mentoring, orientation and training,
- Ensure the participation of Poor, Women, Dalits and Janajatis as per set target in project activities implementation.
- Conduct and facilitate field/Ward level training to farmers, communities, AFECs as per training module prescribed from PCU/DPCU.
- Make a functional coordination with local bodies, local line agencies, LAPA service provider, NGO/CBOs, Agricultural Forest Environment Committees (AFEC) and seek local contribution for implementation of priority activities of enhanced LAPA.

- Facilitate/Support to manage financial transaction records/accounts and other project related records to beneficiaries/groups/communities.
- Prepare monthly work-plan and achievement report, and provide to (SMDC).
- Enter and submit data in the templates provided by the project for data recording/management through the electronic tablets for monitoring and evaluation purpose, and participate in periodic surveys as requested.
- Document and share the social mobilization related initiatives, processes, mechanism and achievements in the project area and share staff meeting/trimester meeting/cross district sharing workshop.
- Assist SMDC/ASHA to document field level lesson learned and innovations related to the project interventions.
- Provide timely and regular report to SMDC as per prescribed template (with GESI disaggregated data) in hard or electronic as needed.
- Take responsibility for all field level activities implemented within own working areas.
- Other activities as indicated by SMDC.

**Qualification and experiences:**

- SLC level education with 5 years' experience or intermediate level education with 2 years' experience in Social Mobilization activities including Climate change awareness/local adaptation plan preparation, community forestry/leasehold forestry user group, agriculture/livestock group, saving and credit group etc. formation, mobilization and strengthening support.
- Special preferences will be given to *Dalits, Janajatis*, women or disadvantaged groups and the person from same Rural Municipality/Municipality (for which he/she will have to work) will be of an additional advantage.